



2025 Newsroom Partner Program

INVEST IN OUR COMMUNITY'S FUTURE

richlandsource

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Invest in our community's future through the Newsroom Partner Program

What is a Newsroom Partner?

Newsroom partners are local organizations across our community who want to be active partners in building a better community. NRP organizational leaders recognize that a key driver in thriving communities is healthy, quality local journalism.

Why Support Local Independent Journalism?

Because your business and employees deserve a community that is growing and thriving, not one that feels directionless and divided.

Local journalism:

- Keeps people informed with reliable, fact-based news and information rather than social media rumors and misinformation
- Holds officials accountable because a professional journalist is in the room, reporting on their discussions and decisions
- Creates conversations and sparks ideas and collaborations between people and organizations that may not otherwise know of the other
- Encourages people to experience their community more fully

Empowered, civically engaged communities attract new business, retain top talent, and foster innovation. Don't you want that to be true of our community?

Become a Newsroom Partner today and help keep independent, local journalism strong in our community.

Your business and your employees deserve it.

The faces behind the work you fund



\$1,000
Newsroom Supporter

- Recognition on the NRP page
- Subscribed to NRP newsletter

\$2,500
Newsroom Patron

- Recognition on the NRP page
- Subscribed to NRP newsletter
- Company Access Plan for up to 4 employees
- Tier 1 advertising benefits
 - 1 free bulletin post (350 words) published to platform of choice
 - 1 free job posting published across all 3 sites

\$5,000
Newsroom Advocate

- Recognition on the NRP page
- Subscribed to NRP newsletter
- Company Access Plan for up to 6 employees
- \$500 Nonprofit advertising credit
- Tier 2 advertising benefits
 - All tier 1 benefits
 - Additional 25,000 ad impressions to be added to existing ad flight
 - 1 week ad in the Daily Headlines newsletter (6 days)

\$10,000
Newsroom Champion

- Recognition on the NRP page
- Subscribed to NRP newsletter
- Company Access Plan for up to 10 employees
- \$1,000 Nonprofit advertising credit
- Sponsor recognition on special reporting project of choice for the year
- Tier 3 advertising benefits
 - All tier 1 & 2 benefits
 - Additional 50,000 ad impressions to be added to existing ad flight (total 75k)
 - 1 free spotlight article published to platform of choice

\$20,000+
Newsroom Visionary

- **Customized benefits**



The faces behind the work you fund

Frequently Asked Questions

How will my money be used as a Newsroom Partner?

100% of NRP funding goes directly to helping cover the salary and benefits of our newsroom staff.

Why do you need funding if you sell advertising and require membership for unlimited access?

The 2-legged subscription/advertising model of journalism funding is defunct. We will continue to invest in providing quality advertising solutions as well as a great member experience to grow those revenue streams. The financial reality though is that quality journalism is expensive to sustain. So we need to add more legs to our stool to ensure we are able to continue providing essential local journalism to the community for decades to come.

How can you ask for money as a for-profit organization?

We are for-profit in tax status only. Our mission is not to make it rich. It's to make our impact sustainable. Though we are not legally a non-profit we do our best to follow the fiscal responsibility expectations of nonprofit news organizations through transparency with our funders as well as restricting NRP funding to newsroom personnel expenses.

We also have a fiscal sponsor relationship with Report for America, providing NRPs a pathway to donate via a non-profit organization to support our work. To learn more about our fiscal sponsor partnership, please contact us directly.

If you have any questions about the NRP program or would like to learn more about becoming an NRP, please contact Head of Community Investment, Leah Gesouras, at leah@richlandsource.com.